



## Public Communication Patterns & Principles

### Introduction

The goal of these patterns and principles is to communicate West Cohasset Chapel (WCC) and its ministries clearly and effectively, both internally and externally, for the sake of Jesus Christ. Communication methods are tools for ministry, and we want to assist in making each ministry and event successful through the best use of each communication venue.

We also encourage individuals to promote non-West Cohasset Chapel events personally using all the means at their disposal, such as, personal invites, Facebook, e-mail, etc. We have found these means to be the most effective, and we encourage each person to continue doing so as events come up in the community.

### Patterns & Principles

All requests for communication and announcements will be directed to the Church Ministry Coordinator (CMC).

The CMC asks the following questions:

1. Does it pertain to a West Cohasset Chapel (WCC) ministry/committee or supported ministry?
2. Who, What, When, Where, Why and How?
3. Does this need Elder approval? (if applicable)

If it does not pertain to a WCC ministry/committee or supported ministry, as a rule, we will not grant the request. Exceptions may be made for items with a spiritual element.

If it does pertain to a WCC ministry/committee or supported ministry, the CMC will determine the best venue for communicating the information. The CMC will check with the Secretary for availability as worship folder, bulletin board and Welcome Center space is limited.

After the venue(s) are determined, the CMC will communicate the information.

More lead time is better as the calendar fills up quickly. The CMC may not be able to accommodate later notice requests as priority is given to requests in the order they are received.

## Venues for Communication

- Website
- Wire newsletter
- Info. email
- Worship folder announcement
- Worship folder insert
- Direct mail
- Facebook
- Bulletin board
- Power Point slide/TV Monitor
- Public Announcement

## Principles

- Announcements are not of primary importance during Sunday morning worship.
- Clear information is needed so all can understand (both newcomers and regular attendees).
  - Who, What, When, Where, Why and How questions need answered for *every* announcement.
- We need to honor people's time and service time.
  - Create a pattern that will fit if a 2<sup>nd</sup> service is added.
- We need to plan for God to continue to grow His kingdom with many new faces that need clear and complete information so they can understand.
- Mutual submission is needed between all ministries so one ministry is not given priority over another.
- All public communication must be screened for content as well as clarity because the honor of Christ's name is at stake every time we communicate.
- Remember the body aspect of congregational worship (1 Corinthians 12).

## Public Announcement Procedures

The principle will be to limit the number of special announcements and presentations as they are of secondary importance in our worship service.

All requests for public announcements will be directed to the CMC. As a rule, there is a minimum one month lead time for requests to make public announcements.

- If a worship leader is approached on a Sunday morning with a request to make an announcement, the answer is no, directing them to the CMC with their request.
  - Example, person X approaches CMC and wants information out immediately (ie: worship service announcement). CMC can send an info email out within minutes

of the request so that by the time the congregation members get home from church, they will have the email in their inbox.

- The CMC is given discretion regarding late notice announcements.

All announcements will include an introduction of the person with first and last name, ministry name and answer the Who, What, When, Where, Why & How questions of the announcement.

All announcements will be given using a microphone. The CMC will notify the AV team in advance with the order of service including special announcements and technical needs.

It is requested that an outline be sent to the CMC by the Monday prior to the announcement being made.

#### **Options for Public Announcements:**

1. Worship leader does regular welcome and announcements, plus the special announcement.
  - a. The worship leader will be sent a copy of Sunday morning announcements by the CMC. The speaking points are just a help, and if they would like more assistance the CMC will help them. They will also be given an attachment as a reference for announcements designed to be a helpful tool.
2. Ministry leader or Elder does welcome and announcements including their special announcement. This helps give a face to a name to personalize a specific ministry.
  - a. The ministry leader or Elder will be sent a copy of Sunday morning announcements by the CMC. The speaking points are just a help, and if they would like more assistance the CMC will help them. They will also be given an attachment as a reference for announcements designed to be a helpful tool.
3. Ministry leader does only special announcement following worship leader announcements with the goal of limiting special announcements.
4. Members and congregants of WCC are asked to give prior communication to the office the topic of the announcement. A proposed Sunday and time limit will be given. The time limit given to help the flow of the service, and allow timeliness for those serving in other areas of the church on a Sunday morning. Anyone who is not a member or congregant of WCC will be asked to submit the topic and outline of an announcement prior to the occasion. The office will continue to support and help anyone as needed in these capacities, as many have found this helpful in the past.

## **Worship Folder Procedures**

All requests for information in the worship folder must be in by Wednesday at 11a.m., keeping in mind that space is limited and priority is given to the first requests received.

The Secretary has discretion for editing content of the announcements that will be in the worship folder.

As a rule, no more than 3 inserts will be in the worship folder per week (including the connect card).

## **Bulletin Board/Welcome Center Procedures**

Only information regarding WCC ministries or supported ministries will be posted on the bulletin board or placed at the Welcome Center. Only the staff can put items on the bulletin board in keeping with the patterns and principles.

The Secretary will manage the bulletin board and Welcome Center to ensure the information is current and that brochures and literature are stocked.

## **Preaching Appendix**

- A. Anyone who is a supported missionary, Elder or other member of WCC is not required to provide an outline prior to preaching at any WCC supported function. Anyone outside these categories will be asked to provide an outline and Scripture text for their preaching occasion.
  - a. Please keep in mind that the office staff will ask if the person preaching would like to have the Scripture text, outline or sermon points in our worship folder. The office staff will also be available to this individual for any help needed in preparation along the way.